

North Coast RNN				
Reach of Channel Utilization for Federal Fiscal Year 05				
Channels utilized for services provided				
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies
RNN CONTRACTS	1	100%	1	100%
CHANNELS				
Community Clinics	No		No	
Community Youth Organizations	Yes		Yes	
Faith/Church	No		No	
Farmers' Markets/Flea Markets	Yes		Yes	
Festivals	Yes		Yes	
Food Closets/Food Pantries	Yes		Yes	
Food Stamp Offices	Yes		Yes	
Grocery Stores/Supermarkets	Yes		Yes	
Head Start	Yes		Yes	
Healthcare Facilities	Yes		Yes	
Healthy Start/First Five Commissions	Yes		Yes	
Indian Tribal Organizations	Yes		Yes	
Internet/Web	Yes		Yes	
Other Community Based Organizations	No		No	
Parks, Recreation Centers	Yes		Yes	
Print	Yes		Yes	
Public Health Department	Yes		Yes	
Radio	Yes		Yes	
Restaurants/Diners/Catering Trucks	Yes		Yes	
Schools (K-12)/School Districts	Yes		Yes	
Senior Centers	Yes		Yes	
Soup Kitchens/Congregate Meal Sites	Yes		Yes	
Television	Yes		Yes	
Universities, Community Colleges	Yes		Yes	
University California Cooperative Extensions	Yes		Yes	
Web/Other Media	No		No	
WIC Sites	Yes		Yes	
Worksites/Employers/Labor Groups	Yes		Yes	
Other	No		No	
RNN TOTALS				

North Coast RNN	
Reach of Media Advertising Efforts for Federal Fiscal Year 05	

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	2	420,000	0	0	2	420,000
Radio						
paid radio ads	0	0	0	0	0	0
free radio ads	0	0	0	0	0	0
Print						
paid ads placed	0	0	0	0	0	0
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	0	0	0	0
RNN TOTALS	2	420,000	0	0	2	420,000

Consumer Impressions may be duplicate counts

North Coast RNN
Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
# Agencies that submitted media alerts or tip sheets to TV	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	0	n/c	0	n/c
# press releases submitted	0	n/c	0	n/c	0	n/c
TV stories aired from releases	0	n/c	0	n/c	0	n/c
Total TV interviews conducted	4	n/c	3	n/c	7	n/c
TV stories from interviews	8	19,500,000	3	19,500,000	11	39,000,000
Total number of TV inputs	12	19,500,000	6	19,500,000	18	39,000,000
Radio						
# Agencies that submitted media tip sheets to radio	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	0	n/c	0	n/c
# Press releases submitted to radio	0	n/c	0	n/c	0	n/c
Radio Stories from releases	0	n/c	0	n/c	0	n/c
Total # radio interviews conducted	0	n/c	0	n/c	0	n/c
Total # radio interviews aired	0	0	0	0	0	0
Total number of radio inputs	0	0	0	0	0	0
Print						
# Agencies that submitted any tip sheets to newspaper	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to print	0	n/c	14	n/c	14	n/c
Total print stories printed	0	0	1	292,000	1	292,000
Interviews with print outlets	0	n/c	7	n/c	7	n/c
Print Stories from interviews	0	0	7	303,000	7	n/c
Total number of print inputs	0	0	30	595,000	30	292,000
RNN TOTALS	12	19,500,000	36	20,095,000	48	39,292,000

n/c = not collected

Consumer Impressions may be duplicate counts

North Coast RNN
Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
# Feature Articles Submitted	1	n/c	2	n/c	3	n/c
Total Feature Stories Run	1	0	2	270,000	3	270,000
# Letters to Editor Submitted	0	n/c	0	n/c	0	n/c
Total Letters to the Editor Run	0	0	0	0	0	0
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
RNN TOTALS	2	0	4	270,000	6	270,000

n/c = not collected

Consumer Impressions may be duplicate counts

North Coast RNN
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period	October 1, 2004 - March 31, 2005	April 1, 2005 - September 30, 2005	Year Totals
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Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
RNN CONTRACTS	1		1			
Grocery Stores						
# taste tests at grocery stores	0	0	6	170	6	170
# grocery store tours	0	0	1	28	1	28
# other grocery promotions	6	2,100	3	355	9	2,455
Total Grocery Store Events	6	2,100	10	553	16	2,653
Farmer's Markets						
# farmer's market taste tests	3	40	6	95	9	135
# farmer's market tours	0	0	4	79	4	79
# other farmers market events	0	0	12	294	12	294
Total Farmers Market Events	3	40	22	468	25	508
Restaurants						
# taste tests at restaurants	0	0	9	318	9	318
# restaurant tours	0	0	1	28	1	28
# other restaurant promotions	0	0	0	0	0	0
Total Restaurant Events	0	0	10	346	10	346
School and Worksite Food Service						
# cafeteria merchandising	1,792	334,308	2,000	15,979	3,792	350,287
# menu promotions	2,172	6,322	16	3,704	2,188	10,026
# other school and worksite promotions	984	93,228	856	123,336	1,840	216,564
Total School and Worksite Events	4,948	433,858	2,872	143,019	7,820	576,877

Reach of Sales Promotions Activities continued on the next page

Consumer Impressions may be duplicate counts

North Coast RNN
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

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North Coast RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

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North Coast RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 2 of 4)

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North Coast RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

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North Coast RNN
Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Websites	Internet Hits (Duplicate Count)	Number of Websites	Internet Hits (Duplicate Count)	Total Number of Websites	Total Internet Hits (Duplicate Count)
RNN CONTRACTS	1		1			
Internet						
# Websites	2	n/a	2	n/a	n/a	0
Total Internet	2	n/a	2	n/a	n/a	0
RNN TOTALS	22,395	5,569	44,098	12,811	66,489	18,380
n/a = not applicable						

North Coast RNN						
Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)						
Environmental change includes changes to the economic, social or physical environments.						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005			
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies		
RNN CONTRACTS	1	100%	1	100%		
ENVIRONMENT						
Developed and maintained partnerships to work towards environmental change	Yes		Yes			
Developed/maintained school or community garden	No		No			
Encouraged restaurants and grocery stores to carry culturally appropriate foods and healthier choices	No		No			
Improved access and appearance of stairwells	No		No			
Improved food choices in cafeterias and worksites	Yes		Yes			
Improved transportation to and from markets	No		No			
Increased daily nutrition announcements, tips and posters in schools and worksites	Yes		Yes			
Increased distribution and access to fruits and vegetables in local stores	No		No			
Increased fruits and vegetables at group functions	Yes		Yes			
Increased lighting, paths, times to promote biking and walking	No		No			
Increased promotion of and access to information for federal food assistance programs	Yes		Yes			
Initiated/Implemented farmers' market, coop, CSA or other agriculture related environmental change	No		No			
Initiated/Implemented school salad bar program	Yes		Yes			
Limited access to high fat milk products	No		No			
Limited access to soda	Yes		Yes			
Limited access to unhealthy foods	No		No			
Made healthy snack carts available	Yes		Yes			
Replaced vending machine choices with healthier foods	Yes		Yes			
RNN TOTALS						
Policy, Systems & Environment changes continue on the next page.						

North Coast RNN						
Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)						
Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.						
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005			
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies		
RNN CONTRACTS	1	100%	1	100%		
POLICY						
Adopt local policies that require sidewalks, bike paths and safe routes	No		No			
Establish policies that make after school programs are available and promote nutrition and physical activity	No		No			
Established commercial free schools	No		No			
Established policies about serving healthier foods at meetings or event	Yes		Yes			
Established policies regarding food stamps, food security or food banks	Yes		Yes			
Established policies that decreased unhealthy foods and beverages at schools	Yes		Yes			
Established policies that ensure implementation of physical education in K-12	No		No			
Established policies that require at least 50% of food in school food service are healthy options	Yes		Yes			
Established policies to encourage development of healthy food vendors	No		No			
Ratified rules to promote physical activity	No		No			
Worked with Farmers' Markets to increase participation in food assistance programs	Yes		Yes			
Worked with groups for policy agenda	Yes		Yes			
RNN TOTALS						

